

Press Release
Berlin, 15 October 2009



23. PRIX EUROPA goes On-Air!

Opening concert with the French band Babylon Circus
Core themes of this year's festival: Co-productions and Multilingualism

On the 17 October, **PRIX EUROPA Festival Director Susanne Hoffmann** and **EU Commissioner Leonard Orban** will open Europe's largest media festival with 231 high quality productions for Television, Radio and the Emerging Media from 35 countries which will run until 24 October. An energetic, fast paced tone will be set for the festival week with the concert by the French band **Babylon Circus** which will be broadcast across Europe. Powerful sounds and fast rhythm have become one of the trademarks of this band consisting of multi-instrument talents.

A broad range of current programme trends in the European media landscape will be shown in the eight competition categories. More than 1,000 media professionals from across the continent will use PRIX EUROPA as a cross-border platform for the exchange of ideas and professional experience – irrelevant of language borders.

Susanne Hoffmann, Festival Director: "Our different languages are the centrepiece of our cultural diversity in Europe. At PRIX EUROPA we pose the question of how we are dealing with this immense cultural wealth. Especially the youth should have the chance to hear the languages of their neighbours on radio and television to get an insight in their daily lives. Here we offer a platform to programmes that open the horizon to a broader point of view, even in these economic difficult times."

In this sense, the **Radio Day of European Cultures** will be taking place for the fourth time on Sunday, 18 October in co-operation with the European Broadcasting Union – EBU. All European radio stations have been challenged to build a bridge across the language borders under the motto "Languages through Microphones" on the Radio Day. Running up to the Radio Day seven production grants were awarded to multilingual radio productions for the first time. The Radio Day stands under the patronage of Leonard Orban, EU Commissioner responsible for Multilingualism who will also open the online voting for 15 short films made by students from European art institutes with the theme "Languages through Lenses". From 17 – 23 October internet users are invited to vote for these videos on the PRIX EUROPA website.

PRIX EUROPA 2009 is a meeting place of the **international media scene** with several panel discussions, workshops and special events. One of the most important talks will take place on the 20 October and will tackle the topic of the changing role of journalists in the digital age under the title "**Journalism went online – do we need a new job description?**". Jörn Kabisch, Vice-Chief Editor of the weekly magazine der Freitag will interview and discuss with top experts like Danny Schechter – a controversial media critic from the USA, Silvia Costeloe from the BBC News and Leo Busch, presenter of busch@ntv.de, one of the first interactive television talk shows in Germany.

Another programme highlight will be the public debate titled "**European points of view 20 years**

after the opening of the borders: Historical plurality or a globalised perception?” which will be hosted by the rbb cultural journalist Harald Asel who will talk with prominent guests like the Austrian publisher Lojze Wieser, the Pulitzer Prize winner from Hungary György Baló and the historian Agnieszka von Zanthier from Berlin about their very personal experience and point of view on Europe from 1989 till now.

The core of the festival naturally lies in the **PRIX EUROPA competition**: the TV, Radio and Emerging Media nominees have raised the bar for the competition week with themes and exciting insights into everyday life in Europe. The difference in the genres are steadily becoming less obvious – for example the Docu-Musical “**Eisenwurz**en” by Eva Eckart from Austria played by non-professional actors – or the French production “**Twenty Show the Film**” a cross-media production where fictitious and real characters are mixed to create a picture of the twenty somethings.

A clear trend towards **international co-productions** is visible in the competition. Creative team work functions well even across national borders. The Dutch/German/Polish/Finish/ co-production “**Mauerhase**” by Bartek Konopka and Piotr Rosolowski and the Swiss production “**La Forteresse**” produced by several partners from Switzerland, France and Belgium give proof of this fact. PRIX EUROPA is the perfect environment to intensify this European collaboration and to start the dialogue with possible new partners.

The glamorous highlight of the week will be the **Prize Giving Ceremony on the 24 October** where the twelve best productions of the different categories will be announced and awarded the PRIX EUROPA Taurus trophy and the €6,000- prize money. Additionally, the winners of the “Languages through Lenses” online video competition will also be announced. The Irish TV star, **Derek Mooney** will be the host of the evening once again. For the second time he will guide the audience with his ready witted humour through the night.

The reporting press is warmly invited to PRIX EUROPA 2009 and the different special events during the competition week. Please accredit yourself at no cost on our website.

All press releases and press photos you can download at:
http://www.prix-europa.de/prix_europa_2009/press

The PRIX EUROPA has also entered into the Web2.0 world: with our media partner der Freitag a festival blog will be available to all participants to blog about their individual impressions of the jury meetings and the various special events. For those that would like to be even closer to the PRIX EUROPA drum beat, you can follow our festival tweets using the account: [prix_europa09](#)

PRIX EUROPA 2009, 17.-24. Oktober 2009

Festival location: rbb Haus des Rundfunks, Masurenallee 8-14, 14057 Berlin

press contact:

Susanne Kettelför, Birgit Oehmcke

PRIX EUROPA Presse

Tel: +4930 – 97 993 10 913/ 911

Fax: +4930 – 97 993 10 919

press@prix-europa.de

www.prix-europa.de

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